FOCUS NRN

WINE & SPIRITS

Wade Federici and the DWI 'writing on the wall'

By Roman Czajkowsky

WEYMOUTH, Mass.—Long before many of his colleagues in the restaurant industry began taking notice of their role in the driving-while-intoxicated (DWI) issue, and precisely two years before the National Restaurant Association urged its members to curb liquor promotions, Wade Federici "saw the writing on the wall," as he puts it.

So the co-owner of The Great Escape hospitality complex here, which includes a 158-seat restaurant, a 250-seat lounge and a 450-capacity nightclub called Escapade, took matters into his own hands.

Up went signs and posters urging patrons not to drink and drive. "Friends don't let friends drive drunk," one reads. Another says, "Think before you drive." Each of the four bathrooms—two for men and two for women—in the complex has framed and mounted blood-alcohol content (BAC) charts that tell just how many drinks a person can consume over a specific time span before he or she is considered legally drunk.

Federici knew well the risks he was taking. His nine-year-old business, located a 15 minute drive south of Boston, depends in large part on liquor sales: In fact, liquor accounts for between 55% and 60% of total sales in the dining room and lounge, and 100% in the nightclub. Urging customers to take it easy could well reduce those profitable sales.

It didn't—but neither did sales grow. "We were in a 12% growth pattern, but now we're flat," admits Federici. "You might say we've lost some money."

That Federici didn't revert to business-as-usual—in fact, he intensified his anti-DWI campaign—signifies the dilemma the restaurant industry is caught in these days: Ignoring the public furor over the high incidence of accidents involving drunk driving, and the alleged role restaurants and taverns are playing in contributing to those accidents, is likely to intensify charges that restaurateurs are guilty of "social irresponsibility." And many industry officials also fear that unless restaurants and bars play their part in curbing drunk driving, public pressure will ultimately lead legislatures to pass highly restrictive liquor service regulations.

"If we as the industry do not control ourselves and stop somehow or put the breaks on this carnage on highways," says Federici, "we'll be either legislated or litigated out of business, and the restaurant lounge business will no longer exist as we know it today."

Federici's anti-DWI measures can serve as a model for other restaurateurs. Not only do they greatly reduce the risk of third-party liability—law suits brought against liquor servers by innocent victims of drunk drivers—but they also portray the restaurant's owners as concerned citizens of their community, a view that has generated much goodwill on the part of customers, Federici says.

Besides the various posted signs warning patrons of the dangers of drunk driving, The Great Escape has also instituted a "designated driver program." Explains Federici: "If someone wants to be the designated driver for his group, we give the patron a button that says 'Designated Driver.' That patron pledges not to drink any alcoholic drink and to drive his party home. In return, we serve him all nonalcoholic drinks—coffee, tea, cocktails and the like—on the house." Moreover, the next time 'designated drivers' visit the restaurant, they can turn their buttons in for a free alcoholic drink. Posters explaining the program have been hung throughout the property.

All Great Escape bartenders and waitresses are regularly trained to recognize signs of intoxication. When they spot a customer who seems to have had one too many, they're instructed to alert a manager, who will then find alternative transportation home. "In many cases our managers or doormen will drive them home themselves," says Federici.

Moreover, says Federici, the restaurant's staff no longer "asks" intoxicated customers not to drive themselves. "We just tell them firmly, 'You're not leaving.' I'm not treating people nicely about this matter any more. We *assume* people are driving. And the doormen are responsible for watching whether customers who say they're not driving try to get into a car after all."

Once a customer realizes that this tough approach is meant to keep him from hurting himself, he's not likely to complain, explains Federici. Though there are times when he's risking being charged with false imprisonment, Federici admits, he's willing to take that gamble. On some occasions, he's even asked the police to take an intoxicated patron bent on driving home himself into protective custody, which in Massachusetts means about four hours in the police station, to sober up.

Abuses

Federici agrees with those who argue that the majority of drunk driving accidents are caused by a small percentage of heavy drinkers, repeat DWI offenders, and that the restaurant industry as a whole performs responsible liquor service. Still, he says, "because we can't keep repeat offenders off the road—we're not the courts—we can keep intoxicated people from leaving our building to get into a car."

Keeping a customer from getting intoxicated in the first place is the best line of defense, Federici says. To this end, the Great Escape refrains from any liquor merchandising ploys that might promote over-indulgence.

"We do not reduce our liquor prices during happy hour, but we roll out a variety of free hors d'oeuvres. We do not offer two-for-ones. And we do not sell pitchers of beer or pitchers of drinks," the restaurateur says.

He also offers another tip: "Don't back up drinks. If a customer buys another patron a drink and that patron still has one in front of him, we don't serve the free drink right away. Instead, we just put an inverted glass in front of him. This way, the customer doesn't feel he *has* to have that drink."

Another area where Great Escape staffers stand "firm" is carding. "If a person does not visibly look 20 years old [the minimum drinking age in Massachusetts], regardless of how many ID cards they show us, we won't let them into our lounge," says Federici. That goes even for those who have a photo ID, because a driver's license can be easily forged in the state, maintains Federici.

But even restaurateurs as vigilant as Federici are not immune to liquor service liability suits: About a year ago, he recalls a customer came to the Great Escape for drinks, left and went for more drinks elsewhere, then returned again. The Great Escape refused to serve him drinks this time around, Federici maintains. The customer drove off, and shortly after hit another car head on, killing its two passengers. Both the Great Escape and the other restaurant that served the customer are now being sued under common law for damages by the victims' relatives.

Federici says that while he's insured against liability, and even though his various anti-DWI efforts have put a crimp into liquor sales, he's not about to let up in his campaign.

For one thing, he's encouraged by customers' responses. "They think that what we're doing is tremendous, and they have been very helpful," he declares.

And he's convinced that the Great Escape is doing its share in reducing drunk driving accidents. Every restaurant employee, even the busboys, must wear a button that proclaims, "responsible drivers don't drive drunk." It's a message no customer can fail to notice, says Federici. "You can see them thinking before they order a drink."

Federici's efforts have not gone unnoticed by other restaurateurs. He's often invited to speak on anti-DWI measures before a variety of civic groups. Only recently, his restaurant organized a group discussion for liquor license holders from four surrounding communities. It drew an impressive crowd of 128.

"We're heading in the right direction, finally," Federici says about his colleagues. But he adds: "I think we need more employee training, and above all we need more customer training. We need to teach them just what being intoxicated really means."

BEER, WINE AND DISTILLED SPIRITS REGULATIONS

State	21	20	19	18
Alabama			All Beverages	
Alaska			All Beverages	
Arizona			All Beverages	
Arkansas	All Beverages			
California	All Beverages			
Colorado	All Beverages			3.2 Beer
Connecticut			All Beverages	
Delaware		All Beverages		
District of Columbia	All Beverages			Light Wine and Beer
Florida			All Beverages	
Georgia			All Beverages	
Hawaii				All Beverages
Idaho			All Beverages	
Illinois	All Beverages			
Indiana	All Beverages			
Iowa			All Beverages	
Kansas	All Beverages			3.2 Beer
Kentucky	All Beverages			
Louisiana				All Beverages
Maine		All Beverages		
Maryland	All Beverages			Light Wine and Beer
Massachusetts		All Beverages		
Michigan	All Beverages			
Minnesota			All Beverages	
Mississippi	All Beverages			Beer
Missouri	All Beverages			
Montana			All Beverages	

State				
Nebraska		All Beverages		
Nevada	All Beverages			
New Hampshire		All Beverages		
New Jersey			All Beverages	
New Mexico	All Beverages			
New York			All Beverages	
North Carolina	All Beverages			Beer
North Dakota	All Beverages			
Ohio	All Beverages		Light Wine and Beer	
Oklahoma	All Beverages			3.2 Beer
Oregon	All Beverages			
Pennsylvania	All Beverages			
Rhode Island		All Beverages		
South Carolina	All Beverages			Beer
South Dakota	All Beverages			3.2 Beer
Tennessee			All Beverages	
Texas			All Beverages	
Utah	All Beverages			
Vermont				All Beverages
Virginia	All Beverages		Light Wine and Beer	
Washington	All Beverages			
West Virginia				All Beverages
Wisconsin				All Beverages
Wyoming			All Beverages	

All Beverages — Light Wine and Beer — 3.2 Beer — Beer

Source: Miller Brewing Company Government Affairs Department

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FIELD MANAGEMENT
Chains cut the strings—Pp. 69-71

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Shoney's secedes from Big Boy system

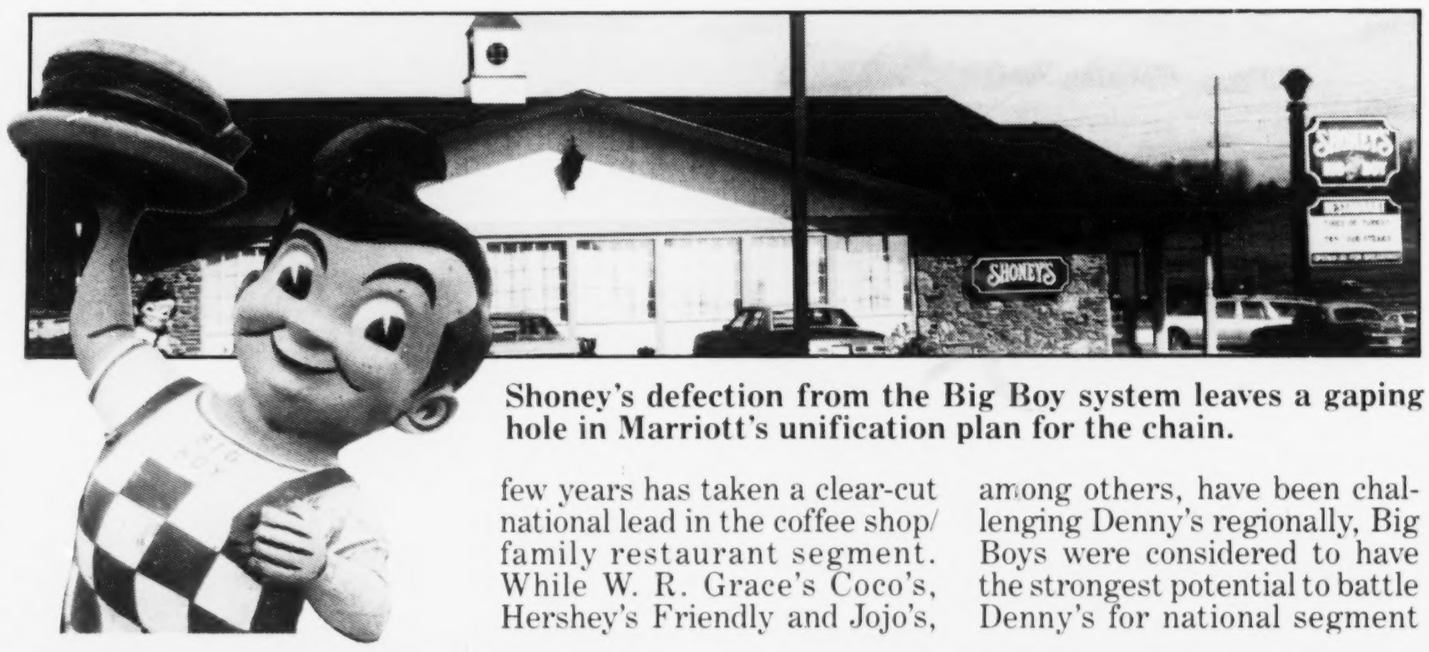
Loss of 392 units cuts system by one-third

By David Zuckerman

NASHVILLE—In a move that may encourage others to secede from the Big Boy franchising empire, Shoney's Inc. has terminated all affiliation with the Big Boy name by buying out Marriott's stake in its 392 Shoney's Big Boy restaurants.

Shoney's, which was the largest licensee in the system, has ceased to be a Big Boy franchisee under terms of a buy-out agreement which involved "an extremely large sum of money." This means the company can now compete freely—under its own Shoney's name—with the 20 remaining licensees in the Big Boy network.

With the virtual demise of Sambo's, Denny's over the last few years has taken a clear-cut national lead in the coffee shop/family restaurant segment. While W. R. Grace's Coco's, Hershey's Friendly and Jojo's, among others, have been challenging Denny's regionally, Big Boys were considered to have the strongest potential to battle Denny's for national segment leadership if Marriott could successfully unify the system.



Shoney's defection from the Big Boy system leaves a gaping hole in Marriott's unification plan for the chain.

Shoney's defection—which is bound to send a chill through many franchisors—leaves a gaping hold in Marriott's Big Boy scenario. With a restructured management team and a major unification plan in the works, the parent company has suddenly lost more than one-third of its franchised Big Boy units in a single blow.

Further, Marriott may face an uphill struggle in bringing other franchisees into line when it unveils full details of its new systemwide marketing plan this summer.

While the smaller Big Boy franchisees such as Salt Lake City-based JB's and Milwau-

(Continued on page 154)

High court OKs illegal alien raids

By Ken Rankin

WASHINGTON—The Supreme Court has upheld the right of Federal immigration agents to conduct mass interrogations of employees to track down illegal aliens in restaurants and other businesses.

The decision, which was handed down by the court late last month, snaps a string of recent legal rulings and interpretation limiting the power of Immigration and Naturalization Service agents to raid establishments suspected of employing undocumented aliens.

Significantly, the ruling does not disturb earlier court decisions prohibiting I.N.S. from conducting "warrantless" search and seizure raids on restaurants and other places of employment.

But it does sanction the agency's controversial practice of sending teams of agents armed with warrants (or employer authorization) to "interview" all workers on a job site to determine their immigration status.

Although these mass employee interrogations have been used primarily to snare unlawful immigrants in factories, food-service lawyers contend the Supreme Court decision could have long-term implications for the restaurant industry as well.

"There appears to be nothing

(Continued on page 154)

McD: Counterattack on 2 fronts

New ad campaign sidesteps burger war, hawks value

By Joe Edwards

OAK BROOK, Ill.—If you're wondering where the beef is, check out McDonald's new advertising campaign—a whopper of a media blitz that ignores the shrill "battle of the burgers" and concentrates instead on food quality, taste and value.

Eight 30-second and four 60-second TV spots using the theme, "It's a good time for the great taste of McDonald's," show up on network TV this month and will run at least through year's end.

The ads were created by Leo Burnett Co. and replace the year-old "McDonald's & You" campaign, also Burnett's work.

Several of the new spots once again emphasize the so-called McDonald's Experience, but the main focus of the campaign is on food, especially breakfast items, the Big Mac, french fries and Chicken McNuggets.

(Continued on page 154)

Unveils first new breakfast items in seven years

OAK BROOK, Ill.—Seeking to secure its lock on the fast-food breakfast market, McDonald's is testing a new breakfast "finger food" called Maple McCrisps and is rolling out two new Sausage McMuffin sandwiches in key markets.

Maple McCrisps are deep-fried pieces of pastry dough with an outside coating of sugar and cinnamon and an inside pocket of maple syrup, described by a spokesman as "a maple syrup surprise."

At 14 company-owned test restaurants in Naples and Fort Myers, Fla., six bite-sized, triangular-shaped Maple McCrisps are priced at 79¢. The product is similar to French toast in the way an Egg McMuffin is similar to Eggs Benedict.

Sausage McMuffin sandwiches—available with sausage patty and cheese and sausage patty, cheese and egg—have been added to menus in Los Angeles, San Francisco, Chicago, New York and other cities. Newspaper and TV ads are supporting the rollout.

These are the first new

(Continued on page 154)

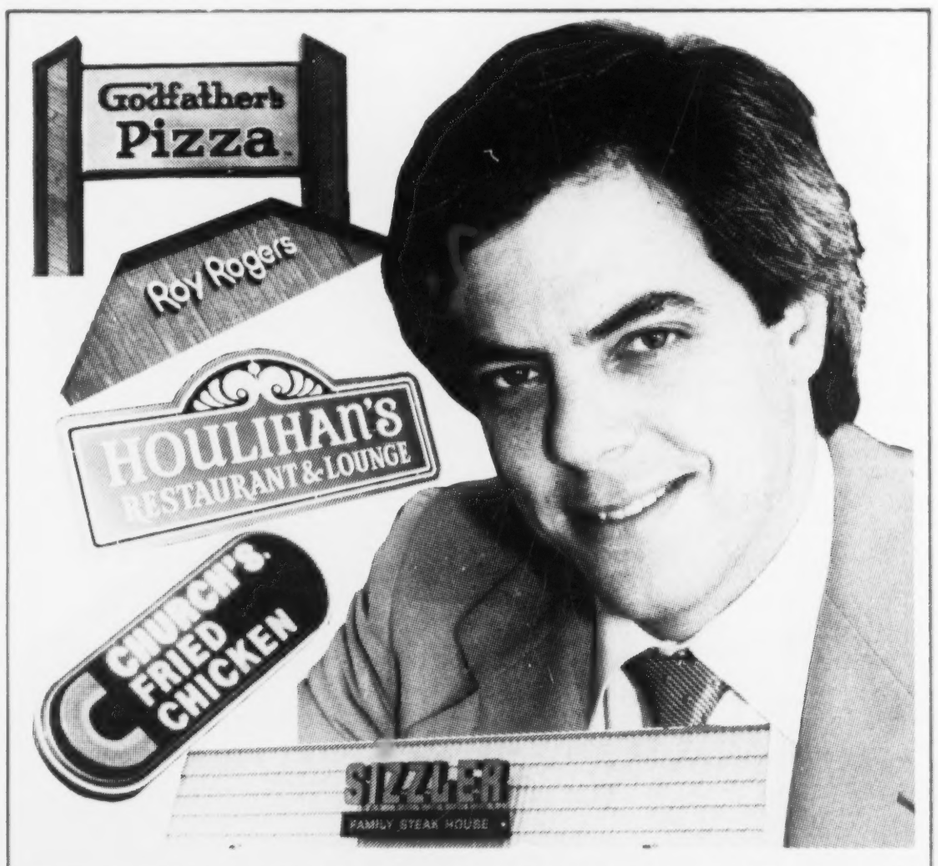
LATE NEWSBREAKS

McDonald's net profit rose nearly 14% to $75 million on a 14% increase in revenue to $758 million in the first quarter ended March 31 compared to the year-earlier period. Systemwide sales were up 18% to $2.2 billion without any menu price hikes, but profit margins at company-owned restaurants dipped to 16.1% from 16.3%.

Pledging a campaign of tough enforcement against EDB contamination, the Environmental Protection Agency has made mandatory its previously suggested limits on the amount of the pesticide allowed in grain-based foods. State standards, where stricter, remain in force.

Westin Hotels has chosen Dwight Call, a 28-year company veteran and former executive vice president/operations, as president. Call continues to report to Harry Mullikan, chairman and ceo since 1982.

Ponderosa posted a 16% year-to-year profit gain to $12.1 million for the year ended Feb. 23, still short of fiscal 1979 levels. Revenue was $429.1 million, 11% above last year.



Dennis Riese, president and chief operating officer, with some of the newest chain concepts that have or may soon become part of Riese's empire.

Riese, Grace sign pact; Church's deal set

By Rick Telberg

NEW YORK—The family-owned Riese Organization is attempting to position itself as the gateway to New York—food-service franchisors' only hope of effectively developing the huge, rich and surprisingly untapped metropolitan area market.

In its latest deals, Riese signed a multiconcept agreement with W. R. Grace & Co. to develop at least 100 restaurants every seven years, for up to 300 restaurants in 21 years, and has bought 12 Church's Fried Chicken outlets in the city and disclosed plans to build perhaps 80 more Church's.

"It's every businessman's dream to be a monopoly," Dennis Riese, 33-year-old president and chief operating officer, said with characteristic bluster.

But the company, founded in the Depression by brothers Murray and Irving Riese, who still make the major decisions, is by far New York's biggest restaurant operator with 45 concepts in 250 prime locations.

Neither Horn & Hardart nor Restaurant Associates commands the market penetration that Riese does.

While the pace and diversity of expansion the company envi-

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NRA preview—Pp. 57, 58

COMMODITIES

Vegetable price picture mixed; short-term meat outlook appears bleak

NRN Special Report

Canners and freezers are sending out mixed signals on prices through the end of this pack season. Some prices are moving up, others down. The outlook for the '84-'85 pack year, however, is much more positive as far as vegetables are concerned. The only problem is that nature may not cooperate with the plans of the packers.

Tomato product prices have dropped last month, with packers bringing case prices more in line with actual supply and demand. Hanging over the market is an expected crop which will be the largest since 1977, up about 11% from last year's harvest. Across the board, all 6/10 sizes: Paste, puree, catsup and chili sauce, are showing price declines of from 50¢ to $1 a case.

Spinach prices are holding at levels of last year at this time, with some early discounts in evidence. Other canned vegetables are not doing as well. Canned asparagus, while not in the condition it was last year at this time (with less than 20,000 cases in packers' hands), has just kept prices level with last year—due mainly to heavy damage incurred by California growers in the heavy '83 storms.

Expect canned green bean price hikes. Packers' stocks are tight, and this year's acreage is only 4% greater than last year's.

(Continued on page 153)

PRICE MOVEMENT AT A GLANCE

	April 13, 1983	March 13, 1984	April 13, 1984
Beef, Choice, 700-900 lb., Midwest (lb.)	$1.10	$1.06	$1.04
Blueberries, cultivated, Mich., frozen, 30 lb.	$0.885-0.91	$0.42-0.43	$0.38-0.39
Broilers, Grade A dressed, icepack NYC (lb.)	$0.4348	$0.6589	$0.5979
Ketchup, fancy, Calif. 6/10)	$15.00	$14-14.50	$13.50
Coffee, green beans, Brazilian, NYC (lb.)	$1.27	$1.52	$1.48
Eggs, Grade AA, lay white, Chicago (doz.)	$0.6275	$0.83-0.85	$1.05-1.07
Lettuce, iceberg, Calif. (24s)	$5.50-6.00	$5.00-5.50	$3.00-3.50
Pork loins, Choice, 14-17 lb. Midwest (lb.)	$0.98	$0.805	$0.92
Potatoes, round white, Maine (50 lb.)	$3.0625	$4.00	$3.375
Spinach, Grade A, leaf, frozen, Calif. (lb.)	$0.32	$0.28-0.30	$0.25

Source: NRN Research

Prices listed are packers' f.o.b. plant, unless specified, and do not represent the prices paid by the operator. This list is only a reference to indicate price trends against benchmarks of one year ago and one month ago. Products listed are those showing marked movement in price.

Taco Bell's expansion drive heralds 'gourmet' approach

By Richard Martin

DENVER—A heavily funded and ambitious schedule of capital improvements and expansion, and a gutsy new outlook on competing in the fast-food mainstream, mark the dawn of "a new era" for Taco Bell, says the company's executive braintrust, here to launch the chain's new image.

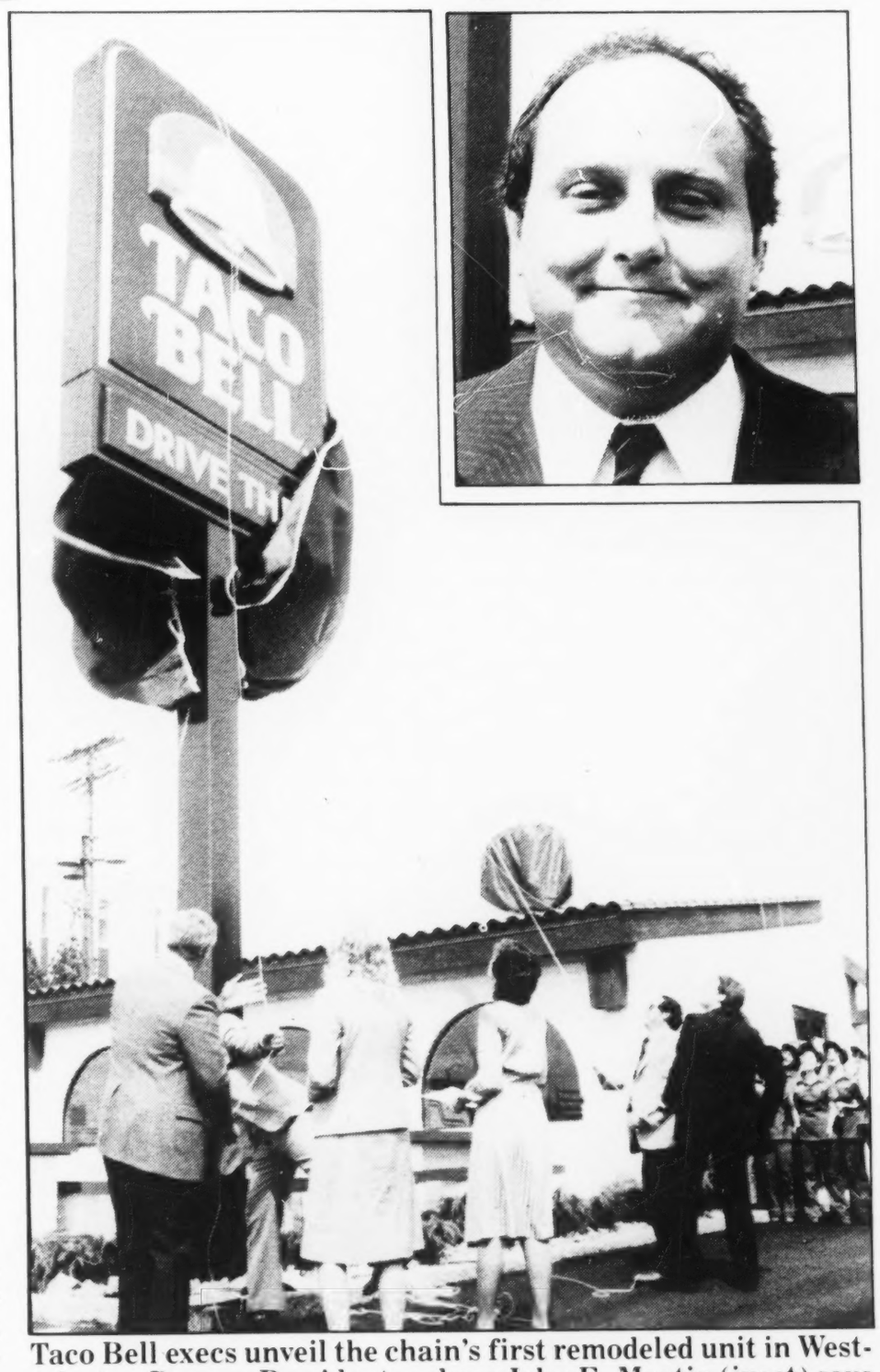
Meanwhile, Taco Bell's R&D staff is laying the groundwork for an evolutionary shift in menu-item orientation which could endow the Mexican fast feeder with the "gourmet" appeal of such foodstuffs as shredded beef and char-grilled "pollo-style" chicken.

PepsiCo's 1,700-unit chain, which last year had sales of nearly $900 million, has had confidence in its newly forged strategic gameplan bolstered by recent performance levels suggesting that per store average sales in company outlets (about half the total system) could rise by a whopping 25% this year. "I don't know of anyone in the business who has done that," says Taco Bell president and ceo John E. Martin.

According to its new gameplan, Taco Bell could spend more than $150 million over the next several years on the total package of physical upgrades and unifying image enhancements just unveiled here in its pilot "model market" project, including:

- New signage featuring a refined logo style, replacing the old "sleeping sombrero" image;
- Exterior facelifts and building expansions of existing units, to add seating capacity

(Continued on page 109)



Taco Bell execs unveil the chain's first remodeled unit in Westminster, Denver. President and ceo John E. Martin (inset) says that the changes being implemented mark ". . . the first time Taco Bell will be bringing everything together."

Hardee's wages 'battle of menus' in upcoming network TV ads

By David Zuckerman

ROCKY MOUNT, N.C.—With a strong emphasis on menu variety and product quality, Hardee's has rolled out a new advertising campaign that will attempt to carry the battle of the burgers into a broader arena—"the battle of the entire menu"—according to parent Imasco USA chairman and ceo Jack Laughery. (Earlier story, page 60.)

Launched early this month with spot TV ads in selected regional markets, the "totally integrated campaign" will move to network television "sometime this summer," the first such venture for Hardee's. It will carry a new tag line—"It's All Here"—and tout the chain's specialty sandwich line and biscuit breakfasts.

While Loughery acknowledged that Hardee's will indeed be gunning for the Big Three (McDonald's, Burger King and Wendy's) in selected markets, he stressed emphatically that the chain will maintain its regional focus and will not attempt to mount a challenge on the West Coast or in the Northeast.

In fact, according to Ron Wertheim, Hardee's marketing senior vice president, neither of those markets will even receive the chain's network message. "We have covered that factor by selling off our network feed to both the West Coast and Northeast," Wertheim explained.

With no units west of Salt Lake City and weak representation in the Northeast, Hardee's would seem to be at a distinct disadvantage in gaining a national presence. But Loughery seemed unconcerned about lack of recognition in these crucial markets.

"We are No. 1 or No. 2 in most of the markets we're in right now, and that includes 39 states," Laughery said. "We don't need to be in 50 states. There's a lot of room for expansion in our key markets, especially in large metropolitan areas."

Spruill Bunn, Hardee's president and chief operating officer, added that the chain will "stick to its basic regional expansion philosophy" and gradually

(Continued on page 153)

Jack Laughery

Beefsteak Charlie's rebound key lies in rib, gourmet-concept units

By Joe Edwards

NEW YORK—Searching for an expandable concept that will reverse its sagging fortunes, Beefsteak Charlie's has opened a stylish barbecued ribs theme restaurant called Nathan Detroit's in Wayne, N.J.

This comes fast on the heels of a decision to test an upscale burger concept called Daly's Dandelion and to reposition Beefsteak Charlie's dinnerhouses with lower check averages, trendier food items and contemporary decor.

What the 68-unit chain hopes to do, explains vice president-treasurer Marvin Shore, is pare down the size of Beefsteak Charlie's by converting some poorly performing units to one of the new concepts.

By choosing barbecued ribs and "upscale" burger concepts, the chain is jumping into two of the industry's hottest, new segments.

Nathan Detroit's is designed to generate higher sales volumes and stronger liquor-to-food ratios than the existing dinnerhouses, a spokesman says. Conversions from Beefsteak Charlie's to the new concept are "relatively inexpensive."

Beefsteak Charlie's apparently is positioning Nathan Detroit's to appeal to the same customers who patronize Bobby Rubino's and Tony Roma's, two national barbecued-ribs chains that compete in Beefsteak Charlie's East Coast markets.

In February 1983, Beefsteak Charlie's considered purchasing Tony Roma's, the 30-unit ribs chain based in Miami, but the deal never materialized.

In another shot at diversification a year ago, Beefsteak Charlie's signed a franchise agreement to open ShowBiz Pizza Place units in the New York Area. After opening one ShowBiz pizza-entertainment restaurant in Hackensack, N.J., Beefsteak Charlie's backed out of the deal.

These moves, plus the decision to test Nathan Detroit's and Daly's Dandelion, come at a time when Beefsteak Charlie's reports substantial losses due mostly to rising shrimp prices and a customer base erosion.

In the first quarter ended Jan. 21, Beefsteak Charlie's reported a $777,000 loss on a 9% revenue drop to $20 million compared to year-earlier results when the chain posted a $333,000 net profit.

For fiscal 1983 ended Oct. 29, the chain posted a net loss of $6.7 million on revenue of $98.2

(Continued on page 153)

Top execs warn Congress:

Ending subsidies will close 'the path out of poverty'

WASHINGTON—In a last-ditch appeal for Congressional action to preserve the Federal Targeted Jobs Tax Credit program, top food-service industry execs warned a House Ways and Means revenue subcommittee that terminating Government wage subsidies would eliminate "a path out of poverty" for thousands of handicapped and disadvantaged individuals.

Morrison's Government Programs Coordinator Tracy McManus told the panel that although restaurant industry participation in the targeted jobs program "increased dramatically in the last year," a "major deterrent to use among all business continues to be Congress's reluctance to make T.J.T.C. a permanent program."

Since its inception in 1978, "the credit has been reauthorized for one or two years at a time," and "many businesses are understandably hesitant to begin or increase participation in a program that has a limited life," McManus maintained.

Foodservice & Lodging Institute General Counsel Tom Power made a similar plea for a multiyear T.J.T.C. extension during House hearings late last month, arguing that restaurant and hotel chains "that want to become involved with the program on a full scale basis are apprehensive about spending the time, money and resources necessary when they believe

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FINANCIAL NEWS

Saga Corp. net profit rises 33% to $8.2 million in 3rd quarter

MENLO PARK, Calif.—Spurred by big sales gains in its two upscale fast-food chains, Saga Corp. has posted a 33% increase in net profit to $8.2 million for the third quarter ended March 24, compared to the same period last year.

Revenue in the quarter was up 10% from year to year to $284 million. A 23% combined revenue gain in the Grandy's and Straw Hat Pizza upscale fast-food divisions contributed to the overall increase.

Quarterly contract revenues were up 5%, and revenues increased 16% in Saga's four restaurant divisions, including Stuart Anderson's, Spoons, Velvet Turtle and restaurant management.

For the nine-month period, net profit was up 23.2% from last year to $24.5 million on a 10.3% gain in revenue to $825.3 million.

Chairman and ceo Charles Lynch said performance in the quarter was "as anticipated," adding that the three months were "the best third quarter in the company's history."

Pizza Time's loss: $81M

SUNNYVALE, Calif.—Pizza Time Theatre has recorded a net loss of $81.2 million for fiscal 1983 ended Dec. 29, compared to a net profit of $7.5 million the year before.

Revenue in 1983 increased 52.9% from the previous year to $151.8 million.

The company had earlier estimated its net loss for the year would be about $57 million. Included in the final figure was a fourth-quarter write-off of $45.2 million relating to the closure of certain company-operated stores.

Pizza Time sought protection from some 5,000 creditors on March 28 in a Chapter 11 bankruptcy reorganization filing in which a 364-page list of accounts payable revealed total liabilities of $108.2 million as of March 1.

Food-service chain stock analysis table

		STOCK PRICE							TREND TO MARKET				EARNINGS/SHARE					P/E	DIVIDENDS			FINANCIAL POSITION					
		Two Weeks Ended April 20							Price Trend (% per day)		Volume Trend (% per day)			Latest 12 Months vs Preceding 12 Months Change		5-Year Annual Growth Rate	Profit Margin		Indicated Dvd. Rate		Last X-Dvd. Date	Last Fiscal Year		Current Ratio	Last Fiscal Year (Per Share)		Last Balance Sheet Date
					Change		52-Week						Last Fiscal Year												Long Term Debt	Common Stock Equity	
Name	Symbol	High	Low	Close	Amt.	Pct.	High	Low	Last 30 Days	Last 5 Days	Last 30 Days	Last 5 Days		Amt.	Pct.			Latest P/E Ratio	Amt.	Yield		Revenue	Earnings				
—	—	$	$	$	$	%	$	$	%	%	%	%	$	$	%	%	%	—	$	%	—	$ Mil.	$ Mil.	—	$	$	—
A&M Food Svcs	AMFD	7.00	6.75	7.00	.00	.00	8.75	.00	.30	.98	1.12	21.74	.40	.40 F	NC	10.0	4.3	17.5	.00	.0	00-00-00	25.4	1.1	2.5	1.21	2.19	1283
Acapulco Rest	ALAR	4.38	4.13	4.13	-.25	-5.71	7.25	4.13	-.61	-1.23	4.99	-11.36	-2.05	-2.13 Q	-775.0	-74.0	-12.9	NE	.00	.0	01-06-81	37.9	-4.9	1.8	6.37	1.01	1083
Am Motor Inns	INN	30.00	28.75	28.75	-1.00	-3.36	38.50	28.63	-.11	-.30	.28	-2.48	2.52	.55 S	24.3	42.0	8.6	10.2	.30	1.0	01-26-84	162.5	13.9	1.8	12.04	15.89	0783
ARA Services	ARA	43.25	40.25	40.75	-.75	-1.81	55.25	40.25	-.23	-.69	3.87	-8.52	4.37	1.21 Q	36.7	-3.0	1.7	9.1	2.10	5.2	05-25-84	3056.6	52.0	1.1	23.29	46.15	0983
Assoc Hosts	AHST	12.50	11.75	12.25	-.13	-1.01	18.50	10.50	-1.45	-.05	-6.60	55.59	.72	.45 Q	128.5	-1.0	3.6	15.3	.12	1.0	03-06-84	88.3	3.2	1.3	5.25	5.71	0983
Beefsteak Char	BCS	4.13	3.13	3.88	.50	14.81	9.25	3.13	-.23	4.80	-.96	15.98	-1.30	-2.34 Q	-285.3	-53.0	-6.8	NE	.00	.0	00-00-00	98.2	-6.7	1.3	5.92	4.23	1082
Bob Evans Farms	BOBE	19.25	18.25	19.25	1.00	5.48	26.81	17.25	.10	.62	-2.38	-3.77	89	.14 N	16.8	21.0	7.5	19.8	.26	1.4	02-10-84	187.5	14.1	3.0	.00	5.54	0483
Brock Hotel Cp	BHC	6.00	5.50	5.50	-.25	-4.35	11.25	5.38	-.43	-1.29	.10	19.32	.17	-.38 F	-69.0	-4.0	.7	32.4	.10	1.8	01-24-84	333.5	2.2	1.1	16.64	4.38	1282
Calny Food	CLNY	8.50	7.75	7.75	-.38	-4.62	11.19	7.75	-.14	-2.16	3.32	43.33	53	-.03 N	-4.9	8.0	4.6	13.4	.16	2.1	01-25-84	30.2	1.4	.4	2.48	1.49	0283
Captain Crab's	CRAB	6.13	4.50	5.63	.88	18.42	8.38	3.50	.97	-1.95	1.92	-5.89	.00	.00 Q	NC	NC	.0	NC	.00	.0	00-00-00	1.5	.0	7.5	.01	.29	0883
Carrols Cp	CRL	8.38	7.13	7.88	.25	3.28	11.88	5.38	-.34	1.43	2.55	-9.68	.50	.26 Q	83.8	39.0	3.7	13.8	.05	.6	12-23-83	84.2	3.1	.8	3.66	2.42	0583
Chi-Chi's	CHIC	17.63	17.25	17.25	-.13	-.72	29.00	15.69	.01	-.46	-5.92	-10.95	.39	.26 S	96.2	67.0	9.4	32.5	.00	.0	09-28-83	94.2	8.9	2.6	1.87	1.62	0483
Chilis Inc	CHLI	15.75	13.00	15.50	1.75	12.73	18.38	13.00	-.37	1.27	4.70	-25.74	29	.24 S	NC	5.0	5.8	64.6	.00	.0	00-00-00	17.1	1.0	1.3	11.36	3.94	0683
Ch Full O Nut	CHF	15.00	11.50	14.75	3.13	26.88	24.38	10.25	.33	4.17	6.59	-2.01	.64	-.01 S	-2.0	-4.0	2.9	30.7	.50	3.4	12-09-83	111.6	3.2	[illegible]	.34	6.69	0783
Churchs Fr Ch	CHU	25.88	24.38	25.00	-.38	-1.48	33.50	21.25	.61	.27	.68	-14.57	1.66	-.53 F	-24.2	3.0	6.8	15.1	.72	2.9	01-23-84	464.1	31.6	1.8	.62	11.74	1282
Collins Foods	CF	15.75	14.88	15.50	.13	.81	21.63	14.75	-.38	-.10	-3.19	-5.11	1.47	.30 N	21.4	27.0	3.8	9.1	.20	1.3	03-26-84	324.4	12.4	1.8	4.14	8.71	0483
Concept Dev	CDII	20.88	16.25	16.25	-4.63	-22.16	22.13	14.53	-.50	-3.49	-1.53	-39.66	.08	.57 S	NC	86.0	1.3	28.5	.00	.0	02-10-84	7.8	.1	1.0	.40	1.99	0683
Consul Corp	CNSL	12.13	11.38	11.50	-.88	-7.07	18.75	10.88	-.49	-.36	-3.20	-20.73	.26	.14 N	70.0	39.0	2.5	33.8	.00	.0	00-00-00	32.0	.8	5.0	1.08	5.67	0583
Cracker Barrel	CBRL	19.00	18.25	18.25	-.25	-1.35	27.34	15.75	-.04	-1.10	4.00	-57.25	.86	.10 S	12.5	25.0	4.4	20.3	.14	.8	02-28-84	45.7	2.0	4.1	2.64	7.33	0783
Denny's Inc	DEN	33.75	32.00	33.25	1.25	3.91	39.25	29.00	.12	-.25	-4.52	29.12	2.54	.15 S	5.8	12.0	3.8	12.3	.72	2.2	03-06-84	1054.6	40.2	1.7	17.92	17.17	0683
Divfood	DFDI	15.63	14.50	14.63	-.75	-4.88	25.50	12.75	-.07	-.63	-4.76	-4.41	.99	.05 F	5.3	58.0	6.8	14.8	.09	.6	03-22-84	484.3	32.9	2.1	.55	1.99	1282
Dunkin Donuts	DUNK	19.88	18.88	19.75	.63	3.27	28.75	18.13	.08	.74	-3.48	-57.18	1.62	.22 Q	15.0	24.0	10.2	11.8	.28	1.4	11-01-83	77.5	7.9	.9	5.93	9.56	1083
El Torito Rest	ET	11.00	9.13	10.75	1.25	13.16	13.13	9.00	.06	4.53	1.99	33.22	NA	NA	NA	NA	NA	NA	.00	.0	00-00-00	NA	NA	NA	NA	NA	NA
Fast Food Oper	POPI	1.50	1.38	1.38	-.19	-12.00	4.63	1.13	-.67	-2.22	-5.74	1.63	.05	.05 N	NC	81.0	6.5	27.5	.00	.0	00-00-00	4.6	.3	2.0	.02	.36	1282
Frisch's	FRS	25.88	24.00	25.00	-1.13	-4.31	32.94	15.41	-.44	.53	1.91	17.14	1.85	.77 S	51.3	25.0	3.7	11.0	.40	1.6	03-28-84	110.6	4.1	1.3	5.73	14.56	0583
Garcias Scot	GMEX	5.63	4.00	5.50	.00	.00	15.88	4.00	-.65	3.21	5.38	-18.63	-.48	-.30 F	NE	8.0	-6.1	NE	.00	.0	00-00-00	36.3	-2.2	1.1	.52	4.10	1282
Hambrg Hamlet	HAMB	10.25	10.25	10.25	.00	.00	12.00	9.50	-.12	-.03	-5.90	-50.00	-1.10	-1.81 N	-161.6	-30.0	-2.4	NE	.00	.0	00-00-00	34.0	-.8	1.0	20.86	11.96	0383
Hilton Hotels	HLT	50.38	47.50	49.00	-1.25	-2.49	60.25	47.00	-.09	.03	-1.07	-1.77	4.20	1.08 F	34.6	6.0	16.8	11.7	1.80	3.7	02-27-84	669.6	112.6	2.0	6.73	21.31	1282
Holiday Inns	HIA	42.50	38.50	38.75	-3.63	-8.55	59.00	38.50	-.36	-.81	-1.70	8.03	3.28	.78 F	31.2	12.0	7.8	11.8	.90	2.3	03-12-84	1585.1	124.4	.9	11.74	25.35	1282
Horn & Hardart	HOR	21.00	17.00	19.63	-1.25	-5.99	30.78	15.38	.64	1.93	1.85	11.76	1.15	.45 F	64.2	106.0	4.0	17.1	.00	.0	11-25-83	339.7	13.5	1.1	9.01	4.54	1282
Hungry Tiger	HTIG	7.00	6.00	6.00	-1.00	-14.29	10.75	6.00	.13	-2.17	-1.76	-23.08	.00	-.81 S	-120.8	-17.0	.0	NE	.00	.0	11-15-82	63.8	.0	.9	4.75	3.66	0883
Intl Dairy Queen	INDQ	39.00	37.50	39.00	1.50	4.00	40.00	29.00	.69	.36	3.59	33.33	2.94	.81 Q	35.3	57.0	6.2	12.6	.00	.0	00-00-00	115.7	7.2	1.0	11.31	7.21	1183
Int King Tab	IKNG	14.25	12.75	14.00	.75	5.66	23.00	12.50	-.36	-.20	-5.95	13.87	.92	.94 S	241.0	63.0	4.8	10.5	.00	.0	08-15-83	50.0	2.4	4	5.16	3.18	0683
JB's Rest	JBBB	11.13	10.38	10.88	.00	.00	18.13	10.38	-.94	.33	2.27	-15.22	1.00	.05 S	5.0	20.0	4.1	10.5	.20	1.8	02-07-84	53.3	2.2	1.0	5.17	7.42	0983
Jerrico Inc	JERR	14.13	13.50	13.88	.00	.00	23.13	11.88	-.02	-.12	-2.40	-12.95	1.33	-.07 S	-5.3	17.0	4.6	11.2	.12	.9	01-30-84	452.1	21.0	1.8	5.03	10.28	0683
Kapok Cp	KPK	3.50	3.13	3.13	-.38	-10.71	10.75	3.13	-.72	-1.96	-.14	17.86	-1.29	-.92 F	NE	-52.0	-22.0	NE	.00	.0	00-00-00	12.3	-2.7	.7	1.74	2.45	0983
Kelly-Johnston	KEJO	7.25	6.13	7.13	.75	11.76	18.75	6.13	-.50	1.83	-2.36	1.86	.40	-.31 N	-75.6	16.0	6.3	71.3	.00	.0	10-13-82	38.0	2.4	4.0	3.29	4.41	0383
Karcher Carl	CARL	23.50	20.75	22.63	1.63	7.74	43.75	18.75	.09	.32	-3.12	25.84	1.32	.34 S	28.5	23.0	4.0	14.8	.00	.0	02-16-83	231.0	9.3	2.4	8.31	8.13	0183
Luby's Cafe	LUB	33.63	31.63	32.50	-.75	-2.26	39.75	28.00	-.10	-.46	.61	11.24	1.53	.22 S	15.3	27.0	9.8	19.7	.60	1.8	03-05-84	141.4	13.9	1.6	.60	7.80	0883
Marcus Corp	MRCS	12.25	12.13	12.13	.00	.00	15.13	11.13	-.03	-.34	-6.56	-17.65	1.28	.13 N	10.6	6.0	6.1	9.0	.25	2.1	07-01-83	108.9	6.6	1.2	2.72	11.07	0583
Marriott Corp	MHS	64.25	59.50	63.00	3.00	5.00	81.00	58.50	-.24	.23	2.89	-26.49	4.15	.71 F	20.6	37.0	3.8	15.2	.44	.7	03-19-84	3036.7	115.2	.9	33.49	19.43	1282
McDonald's Cp	MCD	67.00	63.75	65.88	.38	.57	74.38	55.75	-.04	-.34	-.07	6.44	5.74	.74 F	14.8	24.0	11.2	11.5	1.00	1.5	01-24-84	3062.9	342.6	.5	17.62	25.51	1282
Morrison Inc	MORR	14.63	13.88	14.38	.25	1.77	21.06	13.13	-.05	-.29	-5.85	11.00	1.34	.19 S	15.4	13.0	4.5	10.1	.40	2.8	04-09-84	416.4	18.7	1.5	2.39	8.57	0583
Mr Steak	MSST	3.00	2.25	2.25	-.63	-21.74	3.50	2.25	.41	-5.85	.81	27.46	.15	.49 Q	NE	-25.0	1.1	15.0	.00	.0	03-26-84	63.2	.7	1.3	1.34	1.42	0983
Nathans	NATH	2.13	2.00	2.13	.25	13.33	3.63	1.66	-.82	-.30	-2.04	-4.76	.09	.12 N	120.0	25.0	1.1	9.7	.00	.0	09-09-83	17.5	.2	.8	.05	1.79	0383
Naugles Inc	NAUG	9.75	8.38	9.25	.75	8.82	32.75	8.00	-.31	.34	-.97	-1.18	.70	-.10 S	-13.3	59.0	3.6	14.2	.00	.0	11-01-82	86.7	3.1	.8	6.57	4.96	0683
Oakbrook Cons	OKCO	18.25	17.50	18.25	.25	1.39	20.00	14.00	.07	1.23	3.85	.00	.84	.15 F	21.7	-10.0	.3	21.7	.32	1.8	12-08-83	160.4	.5	.7	7.17	14.49	0983
Peoples Rest	PEPL	3.38	2.00	2.25	-1.13	-33.33	15.13	2.00	-2.35	-7.41	1.06	-4.35	.28	.04 S	22.2	99.0	7.5	10.2	.00	.0	00-00-00	25.3	1.9	1.3	1.86	4.41	0683
Piccadilly Caf	PICC	20.25	18.00	18.25	.25	1.39	20.25	12.75	.58	-2.54	5.68	-26.70	.99	-.43 S	-33.0	2.0	3.9	21.0	.60	3.3	03-09-84	152.7	6.0	1.6	.00	7.71	0683
Pizza Inn	PZA	10.50	9.25	10.38	.88	9.21	17.50	9.00	-.30	.09	-1.76	-11.76	1.16	.61 F	110.9	23.0	2.4	8.9	.08	.8	01-10-84	148.9	3.6	.9	12.32	6.63	1282
Pizza Time Thea	CHKYQ	2.13	1.75	1.88	-.13	-6.25	26.00	1.50	-4.15	-3.04	-4.05	31.71	1.27	-1.69 N	-150.8	86.0	7.6	NE	.00	.0	00-00-00	99.3	7.5	1.2	5.53	9.23	1282
Po-Folks	POFO	13.00	12.75	12.75	-.13	-.97	16.75	12.75	-.30	-.33	1.68	29.55	.37	.41 Q	NC	4.0	1.9	31.1	.00	.0	00-00-00	69.8	1.3	1.1	4.68	4.95	0983
Ponderosa Sys	PON	22.38	19.88	21.88	1.88	9.38	25.25	16.00	-.12	1.78	1.82	-12.27	1.50	-.41 N	-25.7	-5.0	2.8	18.5	.40	1.8	03-02-84	376.7	10.4	.8	8.03	12.43	0283
Ramada Inns	RAM	8.13	7.63	7.88	-.13	-1.56	11.88	6.88	.00	-.04	-5.22	-8.59	.13	.86 F	NE	-24.0	.7	60.6	.00	.0	10-19-81	573.8	4.2	.6	18.50	5.12	1282
Rax Restaurants	RAXR	15.00	14.50	14.50	-.25	-1.69	23.25	.00	-.49	-.86	1.35	-5.31	.57	.63 Q	NC	57.0	3.8	23.0	.00	.0	00-00-00	63.0	2.4	1.7	4.33	3.63	0783
Restaur Assc	RA	7.38	7.00	7.25	-.13	-1.69	11.38	7.00	-.08	-.44	-1.23	20.45	.88	.10 F	12.8	31.0	1.9	8.2	.00	.0	00-00-00	118.9	2.2	1.0	3.98	7.15	1282
Ryans Fam Steak	RYAN	17.75	16.75	17.25	.50	2.99	28.25	15.50	-.11	-.60	4.53	-6.23	.52	.20 F	62.5	86.0	10.8	33.2	.00	.0	04-20-83	19.5	2.1	8.2	.19	3.89	1283
Saga Corp	SGA	28.00	25.88	27.38	1.00	3.79	40.25	24.63	-.24	-.26	3.22	-12.37	2.10	.52 S	29.7	64.0	2.3	12.1	.44	1.6	02-10-84	978.8	22.4	.9	4.65	10.62	0683
Sandwich Chef	SHEF	9.75	9.00	9.00	-.75	-7.69	15.50	9.00	-.76	-1.36	-9.63	-5.17	.70	-.18 S	-23.6	17.0	4.5	15.5	.00	.0	00-00-00	20.2	.9	1.5	.08	5.38	0683
Sea Galley	SEAG	8.25	7.88	8.00	-.13	-1.54	15.00	7.50	-.52	.12	-1.53	35.81	.23	-.12 F	-34.2	5.0	1.2	34.8	.00	.0	06-02-81	73.0	.9	1.3	5.10	4.90	1282
Servico Inc	SRVI	15.25	14.75	15.00	.25	1.69	18.00	13.50	.34	-.02	1.39	17.65	1.19	.51 F	75.0	17.0	2.5	12.6	.00	.0	09-09-83	151.0	3.7	1.1	59.81	5.64	1282
Shoney's Inc	SHON	23.63	22.75	23.63	.75	3.28	27.38	20.00	.03	.34	-2.36	-24.21	1.17	.26 Q	26.8	35.0	6.0	19.2	.16	.7	01-04-84	392.8	23.4	1.6	2.64	6.83	1083
Shoneys South	SHNS	14.50	13.75	14.25	.13	.89	20.50	13.75	-.22	-.57	1.08	-1.21	1.24	1.24 F	NC	18.0	3.4	11.5	.00	.0	00-00-00	143.1	4.9	.5	9.92	5.31	1282
Sizzler Rest Intl	SIZZ	10.25	9.25	9.50	-.25	-2.56	16.25	8.75	-.30	.27	1.22	-32.94	1.01	.08 N	8.3	15.0	4.5	9.1	.00	.0	00-00-00	128.0	5.8	2.3	1.49	6.27	0483
Skippers	SKIP	9.75	9.25	9.75	.50	5.41	15.50	9.00	-.13	1.06	4.49	-7.08	.81	.14 Q	20.8	26.0	4.0	12.0	.06	.6	04-02-84	50.5	2.0	.5	3.38	6.69	1282
Sonesta Hotel	SNSTA	18.00	17.50	18.00	.50	2.86	22.00	16.50	.10	-.05	3.95	.00	1.02	.65 F	175.6	-6.0	2.3	17.6	.26	1.4	10-05-83	73.4	1.7	1.1	34.95	12.68	1282
So Hospitality	SHOS	4.50	4.25	4.50	.25	5.88	7.50	3.88	.22	.07	-3.72	14.04	.27	.05 N	19.2	75.0	3.8	14.5	.00	.0	00-00-00	26.3	1.0	.8	4.32	.24	0583
Steak n Shake	STAK	7.25	6.00	6.25	-1.25	-16.67	10.00	5.63	-.84	-3.49	-5.16	49.33	.29	.07 Q	31.8	67.0	2.1	21.6	.00	.0	05-17-79	63.4	1.3	1.3	4.90	3.05	0983
TGIF Texas	TEXF	3.75	3.75	3.75	.00	.00	7.50	3.75	-.06	.00	-3.57	-2.78	.02	.05 N	NC	58.0	.0	75.0	.00	.0	00-00-00	4.8	.0	.5	3.50	-.17	1282
Victoria Stations	VSTA	7.75	6.75	6.88	-.75	-9.84	13.63	5.38	1.04	-2.28	2.12	-24.85	-1.02	-.44 N	NE	-61.0	-7.1	NE	.00	.0	09-19-79	111.9	-8.0	.6	8.39	8.51	0383
Wendys Intl	WEN	14.75	13.25	14.25	1.00	7.55	16.50	10.78	-.21	.25	-.42	2.94	1.01	.17 F	20.2	20.0	7.7	14.1	.24	1.7	03-14-84	715.1	55.2	.7	1.59	5.67	1283
Western Steer	WSMP	9.50	9.25	9.25	-.25	-2.63	17.50	9.25	-.12	-.03	-3.55	-17.53	.92	-.07 N	-6.1	7.0	3.1	8.7	.16	1.7	03-12-84	28.8	.9	1.3	6.21	7.23	0283
Winners Cp	WNER	9.63	9.00	9.25	.13	1.37	17.13	8.75	-.96	-.44	-.07	9.02	.63	.00 F	.0	9.0	3.3	14.7	.00	.0	03-10-83	88.2	2.9	.5	7.06	6.43	1282

All data is based on sources believed to be reliable, but its accuracy is not guaranteed. Every effort will be made to correct errors, when discovered, in future issues.

KEY: NA—Not Applicable NC—Not Calculable NE—Negative Earnings Q-First Quarter S-Six months N-Nine months F-Fiscal year
**—Other than a quarterly multiple resulting from a fiscal year change.*

Data and Table Provided by Media General Financial Services, Inc., Richmond, VA 23261

FINANCIAL NEWS

Marriott 1st-qtr. net profit jumps 19.8% to $23 million

WASHINGTON—Marriott Corp., with its key divisions showing strong performances, posted a net profit of $23 million for the first quarter of fiscal 1984 ended March 23, a 19.8% increase over last year's first quarter.

Revenue for the quarter rose 17% over year-earlier results, from $635 million to $743.9 million.

Company president J. W. Marriott Jr. cited continued growth in the United States economy as a major factor in the first-quarter performance of Marriott's three primary divisions—lodging, contract food service and restaurants.

The company's hotels and resorts, for example, posted a 17% increase in operating income on a 21% sales gain over last year's first quarter. Stronger demand plus the addition of 16 hotels and the expansion of six others contributed to the strong showing, according to a company source.

In the contract food-service division, operating income was up 18% over 1983's first quarter, while sales rose by 14%. Results benefited from expansion of catering services to existing airline customers at several additional stations, the source said.

Marriott's restaurants experienced the largest gain in operating income for the quarter, up 26% over 1983 results, while sales for the division jumped 16%. Aggressive promotion and the addition of 87 units in the past year at the company's Roy Rogers, Bob's Big Boy and Host specialty restaurants were the major factors, the source said.

W. R. Grace restaurants record $9.2M '83 profit

NEW YORK—Restaurant operations at W. R. Grace & Co. yielded after-tax operating profit of $9.2 million for the year ended Dec. 31, an 8% gain over 1982.

Sales rose 12% to $710 million.

The chemical conglomerate finished the year with 586 restaurants, down from 625 in 1981. They accounted for 3% of Grace's after-tax operating profit and 11% of its sales.

Grace's restaurant holdings include 266 dinnerhouses, mostly Houlihan's and El Torito, 194 Coco's and Jojo's coffee shops, and 126 fast-food outlets, all but a handful of them Del Tacos.

Grace's newest concepts include two dinnerhouses, Gladstone's 4 Fish and R.J.'s-The Rib Joint, and an upscaled fast-food burger chain called T. J. Applebee's. Meanwhile, its Del Taco units getting a facelift and being rechristened Del Taco Mexican Cafes.

Grace sold 27% of El Torito in an initial public stock offering in January.

The division spent $12 million of its $55 million capital spending budget last year on converting and renovating restaurants.

Family Entertainment $3 million in red

ROCKVILLE, Md.—Family Entertainment Centers, a 14-unit Pizza Time Theater franchisee, reported that it lost $3.1 million in the fiscal year ended Jan. 1. The company made a $15,000 profit in the previous fiscal year.

Total sales increased 66% to $20.3 million because of unit additions, but the increase wasn't great enough to offset an 18% decline in average weekly sales at the Chuck E. Cheese pizza-and-games centers.

The poor results at Family Entertainment Centers reflect severe financial problems that the California-based franchisor is having. Pizza Time recently filed for protection from creditors under Chapter 11 of the Federal bankruptcy code.

Commenting on Pizza Time's troubles, Family Entertainment chairman Patrick A. Hopf said, "The company does not believe this will have an adverse effect on us, because as a large independent franchisee, we have been diligently preparing for this possibility. We are taking aggressive actions to innovate in our restaurants and thereby improve sales.

This company is pinning much of its hopes on other restaurant concepts, such as G. D. Ritzy's.

Meanwhile, Family Entertainment has undertaken steps in recent months to improve its cash flow, and Hopf indicated that these have begun to show results.

First of all, the company won an agreement with its banks for a six-month moratorium on principal payments. Second, Pizza Time has agreed to permanently reduce the franchise fee from 6% of sales to 4%. Hopf said this would increase cash flow by about $300,000 a year. Third, general and administrative expenses have been reduced about 40%.

The company is continuing negotiations to sell some of its Chuck E. Cheese centers and to convert some into the other restaurant concepts.

However, Family Entertainment had to scale down its plans for G. D. Ritzy's because of the franchisor's concern that Zachary's would directly compete with Ritzy's.

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Carter Hawley, N-M fight proposed $1B takeover by Limited

COLUMBUS, Ohio—Carter Hawley Hale stores—whose retail interests include Neiman-Marcus, Bergdorf Goodman and Waldenbooks—is attempting to stave off a takeover attempt by The Limited Inc., a giant retailer headquartered here. It is not known how the proposed $1.1 billion acquisition would affect the food-service divisions of either Neiman-Marcus or Carter Hawley Hale.

In an effort to foil the $30-a-share bid by Limited Inc., Carter Hawley Hale last week purchased more than 25% or 10 million of its common shares outstanding and sold a new issue of convertible preferred stock to General Cinema Corp. for $300 million. The transaction, which may violate New York Stock Exchange and Security and Exchange Commission rules, gave the Newton, Mass.-based soft drink bottler and motion picture chain 22% of Carter Hawley Hale's voting rights.

Should The Limited takeover eventually take place, it would greatly improve the high-fashion retailer's standing. The company currently owns about 590 clothing stores for younger women as well as the Lane Bryant stores and catalog operations, which specialize in large-size women's apparel.

The Limited made a tender offer for 53.6% of Carter Hawley Hale's common stock, or 20.3 million shares, at $30-a-piece. The outlay would amount to more than $600 million in cash.

Piccadilly Cafeterias net up 237% to $2.2 million

BATON ROUGE, La.—Piccadilly Cafeterias reported net profit of $2.2 million for the third quarter ended March 31, a 237% gain from the same quarter last year.

Sales rose 19% to $42.9 million.

Last year's third quarter included a $765,000 write-down on marketable securities. But without the write-down improved customer counts and operating margins still would have boosted this year's net by 50%, the company said.

Nine-month net rose 15% to $5.9 million and sales advanced 13% to $128.4 million.

Piccadilly runs 92 cafeterias in 13 Sunbelt states. New units opened in the third quarter in Montgomery, Ala., Marietta, Ga., and Richmond, Va. One more is due in Deerfield Beach, Fla., by year's end.

Pillsbury restaurants key profit rise

MINNEAPOLIS—A strong performance by Burger King, Bennigan's and Steak & Ale helped Pillsbury post a 24% rise in net profit to $36 million on a 15% sales increase to $1 billion in the third quarter ended Feb. 29 compared to the year-earlier period.

Burger King profits increased 15% in the quarter and sales and profits at S&A Restaurant Corp., which includes Steak & Ale and Bennigan's, were up as well.

Pillsbury does not break out sales and profits figures for its various business groups.

EARNINGS REPORT

Company	Period	Period Ended	Total Sales*	% Change	Revenues*†	% Change	Net Income (Loss)*	% Change
ARA Services	3 mos.	12/30			$843.000	13.0	$ 16.000	16.0
Associated Hosts	3 mos.	12/29			22.800	11.0	0.794	85.0
Benihana National	12 mos.		$ 20.000				1.400	
Big Bite	3 mos.	9/30			4.700		– 5.500	
El Chico	3 mos. 9 mos.	2/10	17.100 52.400	13.0 17.0			0.780 2.600	
Esteban's Mexican Foods	12 mos. 3 mos.	12/31	 2.890	 42.0	10.500	52.0	0.416 0.009	
Family Entertainment Cent.	12 mos.	1/1	20.300	66.0			– 3.100	
Greyhound	3 mos. 12 mos.				432.200	23.5	24.200 105.000	2.5 2.4
Southern Hospitality	3 mos. 9 mos.	2/29	8.000 25.600	36.3 36.4			0.190 0.792	4.4 32.9
Int'l Dairy Queen	12 mos. 3 mos.	11/30			99.300 23.500	17.5 19.5	7.200 0.982	16.7 11.7
Marriott	3 mos.	3/23			743.000	17.0	23.000	19.8
Max & Erma's Restaurants	3 mos.	2/19			5.500	18.0	– 0.114	
Morrison	3 mos. 9 mos.	2/25			114.300 341.200	10.0 10.0	4.500 14.300	0.0 9.0
Noble Roman's	12 mos.	12/31	29.000	12.0	11.600	18 0	0.347	18.0
Pancho's Mex. Buffets	3 mos.	12/31			6.900	16.0	0.206	20.0
Penn-Tide	12 mos.	9/30	3.700	64.0			0.168	516.0
Piccadilly Cafeterias	3 mos. 9 mos.	3/31	42.900 128.400	19.0 13.0			2.200 5.900	237.0 15.0
Pillsbury	3 mos.	2/29	1,000.000	15.0			36.000	24.0
Saga Corp.	3 mos.	3/24			284.000	10.0	8.200	33.0
Taco Villa	12 mos.				25.600	2.0	1.100	95.0
Vie de France	6 mos.	12/11			24.200	32.0	2.400	32.0
Western Steer	3 mos. 9 mos.	11/4			9.020 24.700	28.0 25.0	0.494 0.949	65.0 44.0
W. R. Grace	12 mos.	12/31	710.000	12.0			9.200	8.0

Source: *Company earnings reports*

—loss in corresponding period
**In millions*
†In cases where companies do not break out their total sales for all units, revenues are indicated instead. These generally consist of company-owned restaurant sales, franchise fees and rental incomes, royalties and operating income, as well as other miscellaneous incomes, such as interest income and gains on real estate and construction.